

BELIEVE BIG

Face It. Fight It. Overcome It.™

2019

ANNUAL REPORT

LEADING FAMILIES
TO THEIR **PATHWAY TO HEALING**



As you'll read in the following pages, 2019 was a year of growth at Believe Big. Our team was on the front lines helping those who were facing, fighting, and overcoming cancer. The opportunities to help were enormous.... and continued growing! In May, we ran out of grant funds, but thanks to the many individuals, organizations and foundations stepping in to provide additional funding, we were able to continue our grant giving through the end of the year. We are very grateful for that help! Every patient that requested aid, received it. Thank you!

This year also officially launched Phase 0 of the Believe Big Institute of Health. The establishment of Centers of Excellence was created for consistent patient care and support. At the same time, our founding team actively pursued land to house the vision of our campus and community.

Thank you for digging into this report and reflecting on 2019 with us. It was, without a doubt, a year to be remembered!

Keep Believing Big!

Sincerely,

A handwritten signature in blue ink that reads "Ivelisse". The signature is fluid and cursive, with a large initial "I" and a long, sweeping underline.

Ivelisse Page,
Executive Director & Co-Founder



OUR FOUNDERS

After facing, fighting, and overcoming stage IV colon cancer, Ivelisse Page wanted to reach out to other patients facing the many challenges she encountered through her cancer journey. After assembling a team of doctors and accumulating extensive research, Ivelisse and her husband, Jimmy, compiled reliable resources to heal the whole person physically, spiritually, mentally and emotionally. They established Believe Big in 2011 to help families bridge the gap between conventional and complementary medicine for fighting cancer.

BOARD OF DIRECTORS

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Mr. Jimmy Page

Mrs. Ivelisse Page

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MEET THE STAFF



Ivelisse Page
EXECUTIVE DIRECTOR
AND CO-FOUNDER



Jackie Guidera
DIRECTOR OF OPERATIONS



Patty Buddemeyer
PATIENT ADVOCATE TEAM LEADER



Autumn Burns
EXECUTIVE ASSISTANT



Kristen Dorn
CREATIVE DIRECTOR
& MISSION ENGAGEMENT



Jenni Gardner
BELIEVE MUG PROGRAM MANAGER



Kathi Roach
PATIENT ADVOCATE



Christine Ward
PATIENT ADVOCATE



Dannielle Ellington
EVENTS MANAGER
& OFFICE ADMINISTRATOR

OUR VISION

To see cancer patients and their families discover their pathway to healing.

OUR MISSION

To help families face, fight, and overcome cancer.

OUR FOCUS

- Educate individuals on a comprehensive approach to cancer prevention and treatment.
- Connect patients with physicians trained in mistletoe therapy, oncology nutritionists, and the resources necessary to help them advocate for their own health.
- Provide spiritual support to help patients and their families overcome fear and anxiety.
- Overcome cancer with the development of The Believe Big Institute of Health and supporting the ongoing phases of the Mistletoe Clinical Trial in collaboration with The Johns Hopkins University School of Medicine.



CORE VALUES

FAITH

*"We believe it
before we see it."*

TEAMWORK

"We are better together."

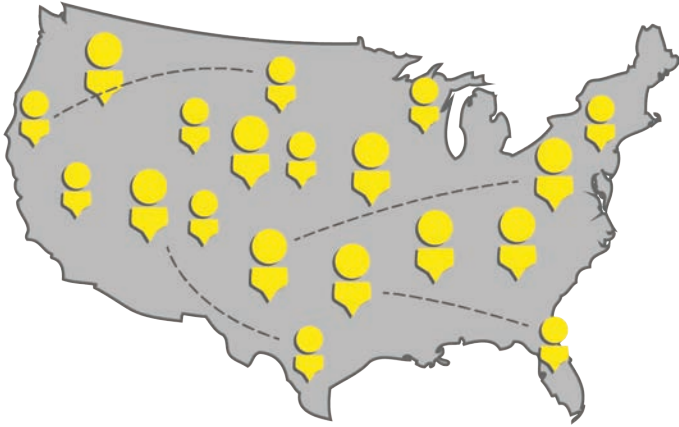
INTEGRITY

*"We do the right things
for the right reasons."*

COMPASSION

*"We love, care,
and serve."*

OUR NETWORK



We connect patients with physicians trained in mistletoe therapy, oncology nutritionists, and the resources necessary to help them advocate for their own health.

When we began in 2011 we only had two physicians we could direct patients to for mistletoe and nutrition therapy. **Today we have a network of over 51 practitioners.**

OTHER METRICS

 **170,000**
TOTAL IMPACT
/REACH

 **1,487**
MUGS
DISTRIBUTED

 **80,000**
WELLNESS
GRANTS

 **22**
HOPE BASKETS
DELIVERED

OUR PROGRAMS

BELIEVE
MUGS

EDUCATIONAL
RESOURCES

MISTLETOE
& NUTRITION
GRANTS

HOPE
BASKETS
& PRAYER

OUR FINANCIALS

Contributions & Revenues:
\$653,212

Total Assets:
\$541,603

Expenses:
\$734,897

Total Liabilities:
\$32,780

Change in Net Assets:
(\$81,685)

Net Assets:
\$508,823



**MISTLETOE
CLINICAL
TRIAL**

**PATIENT
ADVOCACY**

**WELLNESS
EVENTS &
WEBINARS**

**BELIEVE BIG
INSTITUTE
OF HEALTH**

CONVENTIONAL & COMPLEMENTARY

BRIDGING THE GAP

CHEMOTHERAPY
HORMONE THERAPY
IMMUNOTHERAPY
RADIATION
SURGERY
TARGETED THERAPY

ACUPUNCTURE
HERBAL MEDICINE
HOMEOPATHY
MASSAGE
MISTLETOE THERAPY
MUSIC & ART THERAPY
NUTRITION THERAPY
PRAYER
SUPPLEMENTS

“What I am most excited about in this trial is to look for biomarkers to better understand patients who derive a better quality of life and have more than 6 months of cancer control. I hope one day we can have the knowledge to say that patients who might most benefit from mistletoe therapy will have their treatments covered by insurance.”

- Dr. Channing Paller
Lead investigator for the mistletoe clinical trial.

CLINICAL TRIAL

Believe Big is excited to be in the trenches with cancer research. We are supporting The Johns Hopkins University School of Medicine in the first clinical trial in the United States using intravenous mistletoe. This clinical trial brings together the conventional and complementary medical communities to fight cancer.

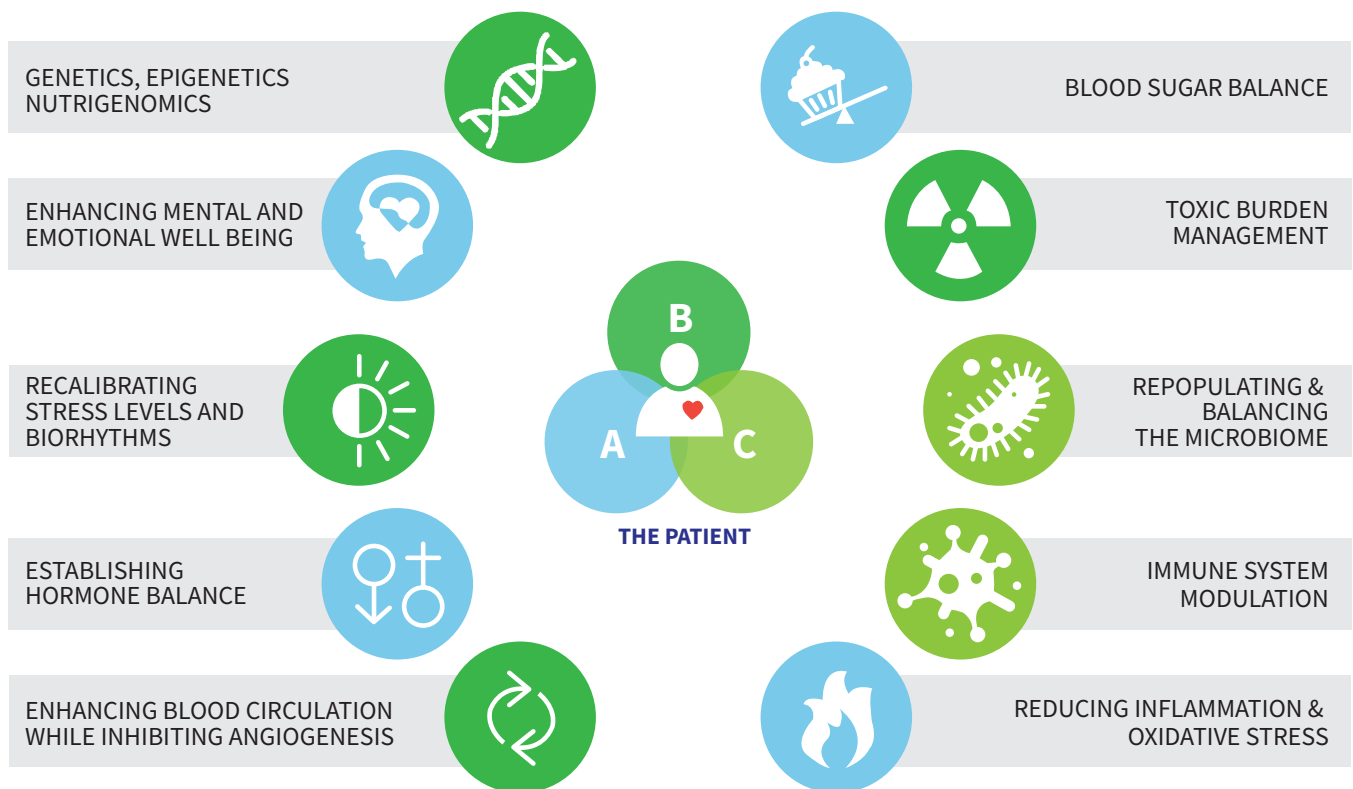
Mistletoe treatment for cancer is used widely in Germany and Switzerland, but in the United States, every potential treatment must be studied in a series of steps, called phases. Each phase is designed to answer a separate research question. The mistletoe clinical trial at Johns Hopkins is currently a Phase 1 trial in which researchers are testing the drug on a small group of participants to evaluate safety, determine a safe dose, and identify side effects. This is the first of many research steps before mistletoe can be considered for conventional use in cancer treatment.



Dr. Channing Paller delivering updates on the clinical trial at the Annual Believe Big Fundraising Dinner.

TERRAIN TEN

There is no one cause to cancer, therefore, there is no single treatment. Vetted over 25 years, these ten categories represent the multiple drivers of the cancering process that requires a more individualized and nuanced approach above and beyond standard of care.



A = TUMOR OMICS OR ONCOPOLYOMICS

“Cancer Genomics” refers to the study of tumor genomes using various profiling strategies including (but not limited to) DNA copy number, DNA methylation, and transcriptome and whole-genome sequencing—technologies that may collectively be defined as omics.

B = BLOOD WORK FOR TUMOR MARKERS

C = TUMOR’S MICROENVIRONMENT

The tumor microenvironment is the environment around a tumor, including the surrounding blood vessels, immune cells, fibroblasts, signaling molecules, and the extracellular matrix. The tumor and the surrounding microenvironment are closely related and interact constantly.

Shared with permission from the Metabolic Approach to Cancer book.

THE BELIEVE BIG INSTITUTE OF HEALTH



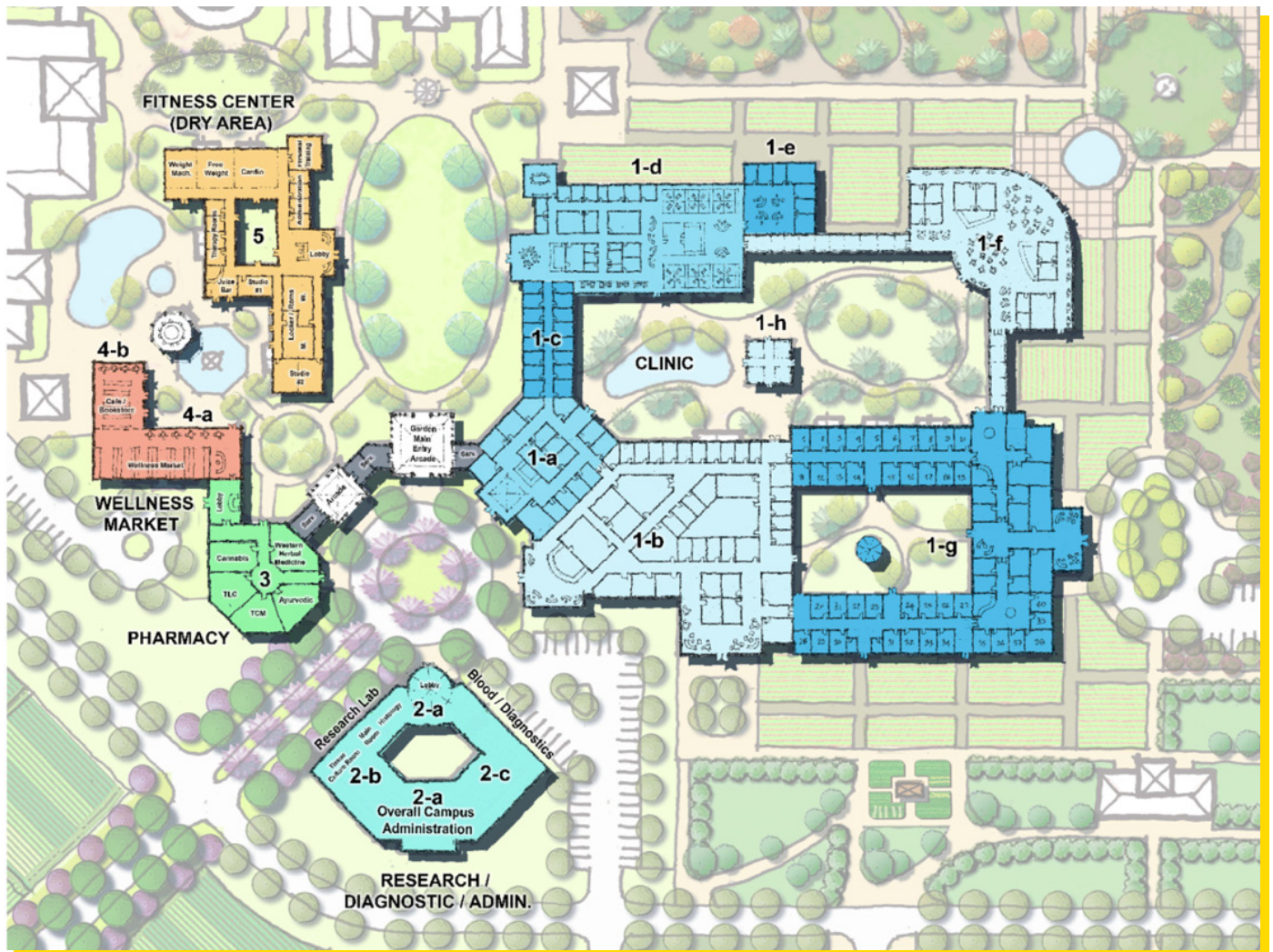
A fully licensed residential cancer research hospital, The Believe Big Institute of Health will be a state of the art, green certified facility enabling the best of modern science and technology along with ancient therapies and wisdom procured from around the world.

Patients will come for a precise treatment itinerary based on personalized testing, comprehensive biomarkers and algorithmic intelligence. They will take home recommendations to continue progress locally and return as often as needed.

A cutting-edge data collection and aggregation process will support ongoing research that improves cancer care well beyond the Institute. This facility will be a training site for practitioners, patients and caregivers to clarify the synergistic effects of a comprehensive approach to healing. We will supply all meals grown on our land with a commercial and teaching kitchen for patients and the public. It will be in a nature dense environment that will enable patients to rest, restore, and heal.

One of the most successful strategies for cancer care is to prevent a diagnosis. Therefore, as a health minded individual, you can come for a wellness retreat to gain valuable insight into your metabolic state and go home with an effective plan to help you thrive. All who come will be refreshed physically, mentally, emotionally, and spiritually.

This concept and vision for The Believe Big Institute of Health does not exist yet anywhere in the world. Many have pieces of the puzzle but not the whole picture. We want you to partner with Believe Big in support of the creation of this future institute of health!



ABOVE: A small portion of the proposed development plans.

For more information and to join in this initiative,
please visit:
www.beliebig.org/BBIH

Email Debbie Lee: dlee@beliebig.org



MEET THE BBIH TEAM

The incredibly talented team that
will be making The Believe Big
Institute of Health

A REALITY.



IVELISSE PAGE
CO-FOUNDER, MARKETING
COMMUNICATIONS AND
PATIENT EXPERIENCE

Ivelisse is responsible for the messaging and experiences that enable our communications and public relations at the Believe Big Institute of Health. She ensures our values are reinforced and embraced in all areas of the organization and works to create processes for our health care delivery.



JIMMY PAGE □
CO-FOUNDER, HUMAN
OPTIMIZATION AND WELLNESS
INTEGRATION

Jimmy is responsible for our Human Performance & Optimization efforts. He develops relationships with partners to provide the most effective products and programs that lead to vibrant, healthy living. He ensures that we keep our organizational focus so that all participants not only survive, but thrive in all aspects of life.



DR. NASHA WINTERS
CO-FOUNDER, CLINICAL
PRACTICE AND EDUCATION

Nasha is responsible for designing our unique clinical approach to treatment through her test, assess, address, (don't guess!) model. She oversees the education and certification of our Centers of Excellence. Nasha informs the development of our data and research platforms that are the basis of the BBIH approach to treating cancer.

“Truly I tell you, if you have faith as small as a mustard seed, you can say to this mountain, ‘Move from here to there,’ and it will move. Nothing will be impossible for you.”

- Matthew 17:20



STEVE OTTERSBERG
CO-FOUNDER, SCIENTIFIC
AFFAIRS AND INNOVATION

Steve is responsible for the technological development of our data platform. He oversees the integration with our partners and the development of algorithmic intelligence at BBIH. Steve informs the design and operations requirements for the lab and research aspects of the BBIH program.



DEBBIE LEE
CO-FOUNDER, BUSINESS
STRATEGY AND OPERATIONS

Debbie is responsible for BBIH program management which includes creation and execution of the business plan, facilitation of collaborative efforts with the team and our partners, and oversight of revenue and expenses.



STORIES OF HOPE



SHANNON HOWELL, STAGE 4 COLON CANCER

As a happy and healthy 37-year old wife and mom of 2 young girls, I didn't think much about cancer until my dad was diagnosed with lung cancer (as a non-smoker) in January 2019. Just 7 weeks later, in the midst of processing that diagnosis and supporting him through treatment, I was diagnosed with stage 4 colon cancer completely out of the blue. The shock, fear and grief that hit me in that moment are hard to put into words. Fortunately my husband immediately directed me back to our shared faith in God and His healing promises (as in 1 Peter 2:24). A pastor friend introduced us to Andrew Wommack Ministries and his life-changing teaching. With faith as our foundation, we quickly dove into researching various treatment options and seeking God for direction. While visiting the Chris Beat Cancer Web site, I came across an interview with Ivelisse Page and was immediately drawn to her testimony because of our shared circumstances-- same age at diagnosis (37), same cancer (colon), same stage (4), same faith in God, same healthy life style, young family, etc. I was already interested in integrative treatment options and as she shared her experience and results using Mistletoe therapy, I was hopeful and encouraged that it could be the answer I was looking for to complement conventional treatment.

I went straight to the Believe Big website and reached out for more information. I quickly heard back from a patient advocate who led me to a directory of mistletoe providers across the country and helped me apply for a grant to put towards the initial consultation. After consulting with two naturopathic physicians, I developed a treatment plan that included conventional chemotherapy (FOLFOX) with Avastin infusions in combination with subcutaneous mistletoe injections and a comprehensive vitamin/supplement regimen. I completed 11 rounds of chemotherapy and Avastin over the next 6 months and I am beyond thankful that I experienced very few side effects during that treatment- no nausea, no fatigue, no weakness whatsoever. I continued my fitness regimen and all daily activities. My scans showed tremendous improvement and I know mistletoe played a role in that. My naturopathic physician then referred me to another physician in Canada that was able to do additional treatments not offered at their center.

I spent three weeks at this clinic doing Local Regional Hyperthermia Treatments (LRHT), two Body Warming Treatments (BWT) and high dose Vitamin C and Mistletoe infusions in preparation for surgery. I had a successful colon re-section surgery in October 2019 and my scans continued to improve. I completed another round of LRHT, BWT, high dose Vitamin C and Mistletoe infusions in January 2020 while simultaneously starting oral chemotherapy (Xeloda) and Avastin infusions. I am ecstatic to share the praise report that less than 14 months from original diagnosis, I had my first PET scan post-diagnosis and am officially in Remission from stage 4 cancer!!! I've continued a regimen of Xeloda, Avastin and Subcutaneous Mistletoe for the time being and I feel incredibly blessed and grateful for my health.

I give all the glory to God and I am so thankful for the role Believe Big played in my healing. Praise God!



Hi, my name is Terri Zgorski and I am a nurse, married to a loving and devoted husband, and I am the mother of four children.

My story began several years ago when I lost my mom, my dad, and my sister, each to a different type of cancer. In 2014, I followed in the family footsteps when I was also diagnosed with a cancer, an aggressive stage one breast cancer. I opted to do conventional treatment but because of my strong family history of cancer, I felt the need to do more.

So one of my first phone calls was to Believe Big. I knew the founders because our children attended the same school. So I was familiar with how mistletoe therapy had helped Ivelisse Page in her cancer journey. Through Believe Big, I was able to connect with a mistletoe doctor and they also referred me to a number of resources which taught me about overcoming cancer with nutrition and lifestyle changes.

After a combination of surgery, radiation, and chemo, along with integrative therapies like mistletoe injections and supplements, I became cancer free for over four years.

However, in March 2019, I was faced with another cancer diagnosis. I had a persistent sore throat that had been unsuccessfully treated with two rounds of antibiotics. After insisting on a biopsy of the growth on my uvula, I received the devastating news that it was a highly malignant small-cell cancer. So, I had to have surgery to remove part of my soft palate, including my uvula.

The good news was that the neck CT scan showed no spread of the uvula cancer. The bad news is the chest CT scan revealed a cancerous nodule in my right lung, and a PET scan showed cancerous lesions in my liver. The liver biopsies determined the lesions to be stage four metastatic breast cancer. Things were not looking good.

One month after my throat surgery, I had lung surgery to remove the cancerous nodule, and it was stage one primary lung cancer. Two weeks after my lung surgery I had cyber knife radiation to my liver. One week later, I developed swollen lymph nodes in my neck which turned out to be stage four metastatic throat cancer. As a result, three weeks later, I started a combined regimen of chemotherapy and daily head and neck radiation for a long, grueling seven weeks.

In the midst of all this, and feeling very discouraged, I reached out to Ivelisse and once again, I received the support I needed from Believe Big. They connected me with a facility where I could receive IV Vitamin C and IV mistletoe therapy and very generously offered me a grant to help pay for it. I know these therapies helped me endure the rigors of my chemo and radiation by boosting my immune system.

What I like most about Believe Big is how they genuinely care about helping cancer patients in every way. Their referrals to integrative practitioners and the valuable information and resources they provide are so empowering, especially when feeling so powerless after a cancer diagnosis. Their support inspired and motivated me; it gave me hope, a belief and an expectation that I could overcome these cancers.

Contributing to Believe Big is an opportunity for you to enable them to provide that same hope and inspiration to other cancer patients. As a result of the valuable support of Believe Big, my loving family and friends, my team of incredible doctors and nurses, and the grace of God, I am now six months cancer free!!



TERRI ZGORSKI,

STAGE IV BREAST CANCER



GIVING TESTIMONY



When I received my breast cancer diagnosis in 2010, I was immediately filled with fear. Before I chose the path of natural healing, the message I received EVERYWHERE I turned, was one of fear. Fear of the outcome if you don't choose this protocol, fear of the side effects if you do, fear of the judgment if you decide a different path...fear, fear, fear!

Thankfully, with a lot of prayer and the love & support of my family, I knew what needed to be done. We all did our homework (and lots of it) and I knew deep in my heart that chemo & radiation was not the path for me. From there we had to blaze our own trail, and never once looked back. We decided we were swapping fear for faith.

During my natural healing process, mistletoe therapy was one of my protocols. Due to my provider no longer offering the mistletoe, I was left to hunt it down elsewhere, and that is where God

brought Ivelisse into my life. My first thought when we chatted was, how come I didn't meet her at the beginning of my journey. Ivelisse was so kind and helpful.

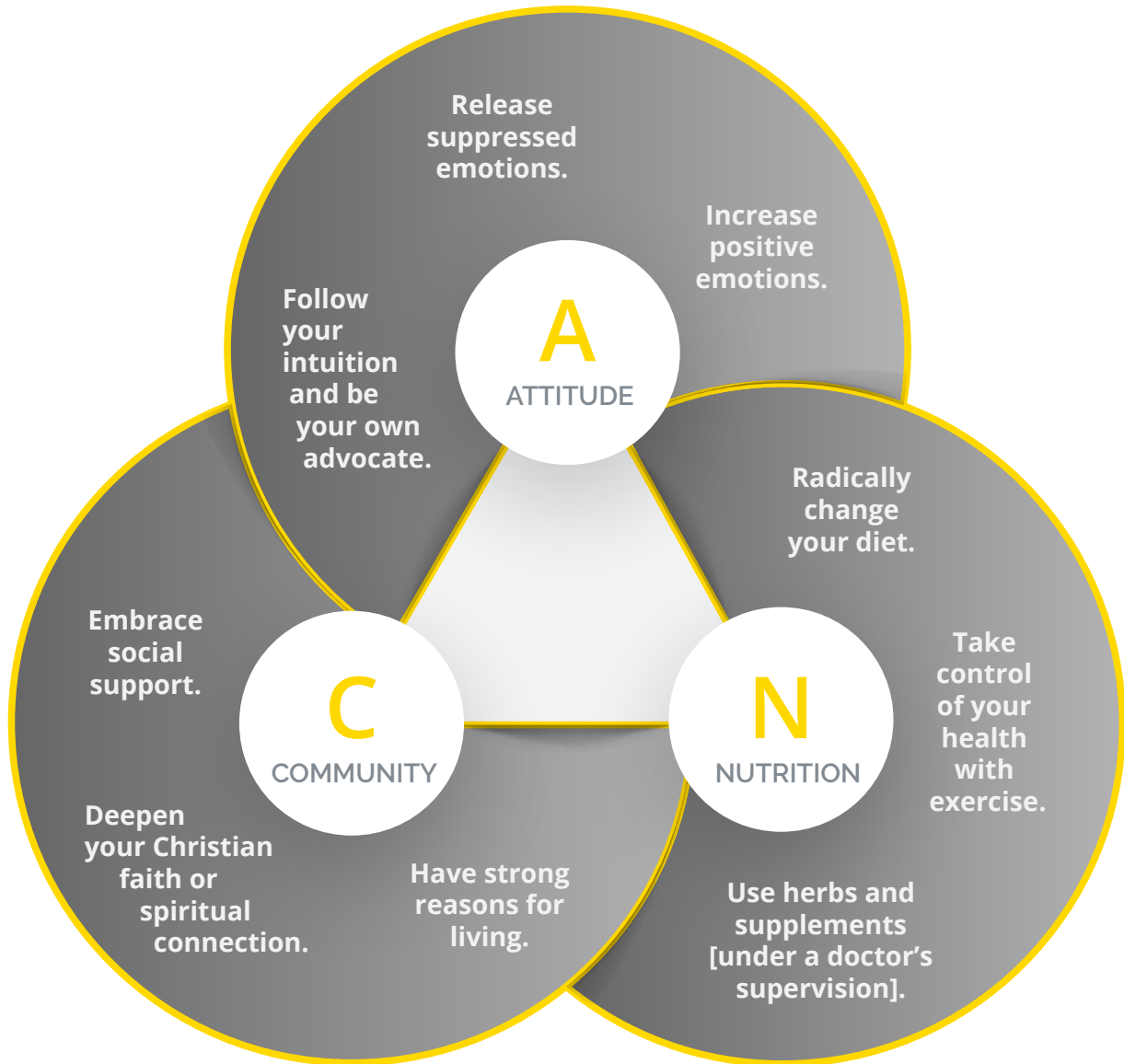
From there, we began to do more research on Believe Big, and loved everything about their mission. How can anyone who has experienced cancer or journeyed through it with a loved one not want to get behind them? While I truly believe that Believe Big mistletoe therapy will change the face of cancer, it is their name and the message they bring that will change the diagnosis! Believe, Believe, Believe!!!

Together, we can make a big difference in a cancer diagnosis. Each of us should want nothing more than knowing our financial giving not only provides hope, but the support one needs to win the battle. Let's not have others have to blaze their own trails, let's make sure they have access to the best cutting edge doctors and protocols available, all while being supported spiritually, lovingly, and financially.

Blessings,
Donald & Lori Falk
Believe Big Monthly Hope Giver

9 KEY ELEMENTS TO HEALING

I **C.A.N.** do this!



Radical Remission. The Nine Key Factors That Can Make a Real Difference by Dr. Kelly Turner, Ph.D.. As a researcher, lecturer, and counselor in integrative oncology, Dr. Turner who specializes in integrative oncology, gives the results of Radical Remission—people who have defied a serious or even terminal cancer diagnosis with a complete reversal of the disease. The results of this 10 year study, include astounding insights of the nine key factors that Dr. Turner found among nearly every Radical Remission survivor she has studied and an explanation of how the reader can put these practices to work in his or her own life.

2019 HIGHLIGHTS



Clinical Trial Update

To date Johns Hopkins has consented 18 patients into the trial and expecting a few more to complete the trial. Before the global pandemic we were expected to finish within the year. All phase 1 trials have been put on hold and once behind us, the trial can resume and be completed in a few months.



Wellness Grants

The need for Wellness Grants that we offer to patients who can't afford care increased. In 2019, we gave out 225 grants that totaled almost \$80,000. Because of your support we are able to help aid patients to receive IV mistletoe treatment, and nutritional grants.



Believe Mugs

Over 1,487 patients, received a Believe Mug encouraging patients to release their fears and Believe Big. We hired Jenni Gardner to manage our Believe Mug program.



Resources

Over 170,000 people were impacted to face, fight and overcome cancer via our website and programs including Believe Mugs, patient advocacy, wellness grants, and educational resources/literature.

ANNUAL EVENTS



FUNDRAISING
DINNER



WELLNESS
EVENTS



Believe Big Institute of Health

We are in Phase 0 of the project and raising funds through donations. We have completed initial campus designs and land use plans with our architecture firm.



Annual Fundraising Dinner

Our annual fundraising dinner raised \$245,000. Attendees experienced how laughter is good medicine for the mind, body, and soul with one of the funniest comedians, Kenn Kington!



ASU Partnership

Believe Big was selected to be a project for the Arizona State University's Biomedical Diagnostics Masters Degree Program. Hundreds of hours of research were donated by students of the program to learn how to structure health data. This information will be a valuable tool in gaining real world evidence about integrative therapies and so much more.



Educational Documentaries

Believe Big was a part of Dr. Kelly Turner's Radical Remission documentary along with the 'CANSWERS: The Answers to Cancer' documentary.



EDUCATIONAL WEBINARS



BELIEVE MUG PAINTINGS

Thank You

Believe Big could not thrive and implement our programs without our many supporters and our incredible staff who have moved mountains in the lives of our patients. Your prayers, time and financial support make it possible for us to invest in each patient. We thank you!

Kristen

Jenni

Jackie

Christine

Danielle

Kathi

Patty

Julisse

Autumn

*Have I not commanded you? Be strong and courageous.
Do not be afraid; do not be discouraged, for the LORD
your God will be with you wherever you go.*

- Joshua 1:9